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WHAT IS CLAIMED IS:

1. A consumer product information catalog subsystem (RDBMS) for storing and managing media-rich consumer product information content relating to each and every UPN-indexed product that the manufacturer makes, sells and/or distributes to retailers along the retail supply and demand chain.
2. A consumer product information catalog subsystem (RDBMS) realizable as a standalone database application supported on one or more client machines operably connected to the LAN or WAN of the manufacturer's enterprise, and or as a network database information server connected to the LAN or WAN and being accessible to various consumer product information managers working within the manufacturer's enterprise, and using Web-enabled client machines to carry out consumer product information content management operations across the enterprise, most likely under the supervision of one or more consumer product brand-managers, responsible for branding of such consumer products.
3. A consumer product information catalog subsystem (RDBMS) for use within an Internet-based consumer product information management, distribution and serving system, wherein one or more computer programs (e.g. scripts) are provided in the RDBMS for the purpose of (i) analyzing the information fields of the RDBMS , (ii) automatically generate a set of UPN/URL/Trademark/Product-Descriptor data links for each UPN-indexed product with the RDBMS, (iii) locally store each such set of UPN/URL/Trademark/Product-Descriptor data links within the RDBMS, and (iv) ultimately electronically data transport each such set of data links to a UPN/URL Database Management Subsystem employed within a consumer product information management, distribution and serving system realized over the Internet.
4. A consumer product information management subsystem that can easily used within the manufacturer's enterprise in a way which provides the brandmanager with the choice of either storing the URLs of consumer product related information, and also the actual information file content thereof if such multimedia information content is within the control of the manufacturer's operations, or copyable into the RDBMS under its supervision control.
5. Method of managing consumer product information comprising the steps of:
  - (a) analyzing the information fields of a consumer product information catalog subsystem (RDBMS);

- (b) automatically generate a set of UPN/URL/Trademark/Product-Descriptor data links for each UPN-indexed product with the RDBMS; and
- (c) locally store each such set of UPN/URL/Trademark/Product-Descriptor data links within the RDBMS.

6. The method of claim 5, which further comprises:

- (d) electronically data transport each such set of data links to a UPN/URL Database Management Subsystem employed within a consumer product information management, distribution and serving system realized over the Internet.

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